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ABSTRACT

The purpose of this project was to collect data concerning the black magazine in order to assess whether or not there was sufficient material to merit further study of black publications. A pilot study revealed that the purely mass magazines act as forums for expression and appear to have the following recurrent themes: black awareness, survival, identity, liberation, black aesthetics, and pan-Africanism. The trend in black magazines appears to be from religious to general to nationalistic. It was concluded that black publications do merit further study. This document also contains a list of the titles, addresses, and editors of the black magazines included in the study. (LL)

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BLACK MAGAZINES: AN EXPLORATORY STUDY

Marvin Kimbrough

January 1973

THE UNIVERSITY OF TEXAS AT AUSTIN
PRAESIDIUM DISCIPLINA CIVITATIS

CS 202 '92

Black Magazines: An Exploratory Study

by

Marvin Kimbrough

A project done under the
supervision of DeWitt C. Reddick

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Black Magazines: An Exploratory Study

by

Marvin Kimbrough

The purpose of this project is to collect data concerning the black magazine in order to assess whether or not there is sufficient material for further study. Three items are attempted: (1) a pilot study with a limited number of black magazines, (2) a compilation of names, addresses and editors of as many black magazines as possible and (3) a bibliography.

For this paper, a black magazine is defined as one whose audience is predominantly black and/or whose ownership is black. The terms Black, Afro-American and Negro will be used interchangeably.

A study of the literature in journalism and in black studies shows that there is no single source with a near complete listing of Negro magazines.

The need for such a study might be: (1) There are so many black studies programs throughout the country, such a study would provide a useful resource tool for such programs. (2) In the field of journalism, it would be useful for persons interested in pursuing black communication systems and for those who want a complete picture of magazine journalism in this country. (3) The status and relevance of the black magazine are changing within the black community; hence, its history is important. Roland Wolseley in The Black Press, U.S.A. (Ames: The Iowa State University Press, 1971, 116) stated: "There is reason to say that the modern black magazine of general circulation is coming to symbolize the black press whereas in the past black journalism was dominated by the newspaper."

Background information was gathered from three sources: (1) Literature on black journalism, (2) Lists which included traditional journalism sources, black resource data and literature, and U.S. Government information and (3) Other.

The author of this paper is beginning with literature on black journalism because the broader areas, that is, general texts only mention the title and sometimes the name of the editor of black journalism (See Mott and Emery in the General Bibliography).

(1) I. Garland Penn, The Afro-American Press (Springfield, Mass.: Willey & Company, 1891, reprinted in 1969 by Arno and The New York Times) devoted a chapter to black magazines. This chapter, "Afro-American Magazines," 116-126, mentioned six magazines: The National Reformer, 1883, William Whipper, editor; The A.M.E. Church Review, 1884, a quarterly, organ of the General Conference of the A.M.E. Church at Baltimore, B.T. Tanner, editor; Our Women and Children, Louisville, Kentucky, 1888, William Simmons, editor; Howard's Negro American, 1889, Harrisburg, Pa., James Howard, proprietor; The Afro-American Budget, monthly, Evanston, Illinois, J.S. Woods, editor; and The Southland, 1890, monthly, Salisbury, North Carolina, J. C. Price, editor.

Frederick G. Detweiler, The Negro Press in the United States (University of Chicago, 1922, reprinted by Mc Grath Publishing Company, 1968) has no separate section on magazines but devotes four pages, 126-129, to them in Chapter V, "What Is in a Negro Paper?" In Chapter VII "Other Solutions on the Race Problem," pages 165-171, are devoted to magazines.

In the former reference, 126-129, Detweiler stated that about 35 publications plus perhaps 82 school periodicals were in existence. School publications, he stated, should perhaps be included because such bulletins served the student and supplied information and inspiration to the entire consistuency (126).

He listed some periodicals by schools such as The Southern Workman of Hampton and the Rural Messenger of Tuskegee. He listed fraternal, church, music, literary and race propaganda magazines.

In the latter reference (165-171), Detweiler dealt briefly with New York magazines including the Crusader, Challenge and the Triangle for which he said: "All these magazines are intelligently and ably edited. They show interest in history, in the drama, in music and in poetry. A vein of radical and undefined protest runs through them all (66)." More space is devoted to Chandler Owen and A. Philip Randolph's The Messenger than to the other periodicals. Detweiler noted its program, content, method of distribution and contributors.

A recent publication, Roland Edgar Wolseley's The Black Press, U.S.A. (Ames, Iowa: The Iowa State University Press, 1971) contains two chapters on black magazines: VII, "The Black Magazine--The Frontrunners," 116-134 and VIII, "The Black Magazines--Specialist," 135-162.

The former reference (116-134) deals with what Wolseley calls the "Frontrunners." These are the magazines which are consumer-aimed, have large circulations, more advertising revenue and volume and a broader influence than the others. They include three companies: the Johnson Publishing Company, Tuesday Publications, Inc., both in Chicago and Good Publishing Company of Fort Worth, Texas.

The latter is owned by a white man, George Levitan. Historical data, circulation figures, etc. are given for the magazines published by the three companies. Wolseley also includes Soul Publications and the women's magazines, Essence and Our Lady as members of this category.

The latter reference (135-162) treats magazines which are scholarly, political, literary, and organs of organizations and business publications. He includes: Crisis, Phylon, Journal of Negro History, Black Scholar, Black Theatre, Black Sports, Journal of Black Poetry. Data similar to that given the "Frontrunners" including history, circulation, and objectives are included.

(2) Lists. Three types of lists were consulted for data: (a) traditional tools for journalism: N.W. Ayer and Son's Directory of Newspapers and Periodicals and Writer's Market, (b) black resources: The Negro Almanac, The Negro Handbook, Black World, and the Directory of Afro-American Resources and (c) U.S. Census Reports.

(a) Five issues of N.W. Ayer and Son's Directory of Newspapers and Periodicals, West Washington Square, Philadelphia, Pennsylvania, 1966, 1967, 1968, 1970 and 1971 were examined. Publications are indexed as "Negro Publications." The listing contains data on city, state, and frequency of publication. The data show little change in the number of periodicals. For example, 1966 showed 155 papers; 167, 145; 1968, 151; 1970, 158 and 1971, 163.

Items are not indexed according to newspaper or magazine.

K. Polking and Natalie Hagen (eds.), Writers' Market, Cincinnati: Writer's Digest, 1967, 1968, 1970 and 1971 listed an average of 12 Negro magazines, per year's edition. Each volume lists Ebony, Negro Digest, Bronze Thrills, Negro History Bulletin, Jet and Sepia. The data included name, address, editor, cost per copy and something about the content of the magazine. It included the type of material accepted from writers, payment, reporting time, and types of rights purchased.

(b) Harry A. Ploshi and Roscoe C. Brown, Jr.'s The Negro Almanac (New York: Bellwether Publishing Company, Inc., 1967, 835-844) listed separately, newspapers, religious publications, collegiate publications and commercial magazines and journals. Name, address, city and state, circulation and type, and open ad rates are given. Arrangement is in alphabetical order by city and state. The breakdown is useful, yet, it is difficult to distinguish some periodicals from newspapers. It is also noted that Bellwether acknowledges assistance from the Ayer and Son's Directory.

The Editors of Ebony's The Negro Handbook (Chicago: Johnson Publishing Company, Inc., 1966, 383-386) listed 156 magazines and newspapers based on Ayer and Son's Directory.

Although not a list in the sense of the above items, Black World, a monthly (Chicago: Johnson Publishing Company), contains a regular feature, "Perspectives," which has information on books, writers, artists and arts. Examination of the following issues, July 1971, August 1971, September 1971 and December 1971, showed an average of five new magazines per month. Addresses, editors, purpose of magazine, subscription costs are usually noted.

Walter Schartz (ed.), Directory of Afro-American Resources (New York: R.R. Bowker Co., 1970) provides a valuable source. A sample entry is:

> Howard University, Bureau of Education Research, Washington, D.C. 20001. Tel. 202 387-6100. Walter G. Daniel, Editor-in-chief.
>
> Publ.: Journal of Negro Education, quarterly.
>
> .1 Bureau of Educational Research. Files, 1932- Includes complete run of the Journal of Negro Education; correspondence about, and ms copies of articles run in the Journal. (p. 39).

However, all entries are not as easy to find as the above example. The Directory deals with many organizations, personalities, personal papers and various types of collections. Because there is no index, sifting through a huge amount of material is necessary. This, however, is valuable because often copies of magazines are noted in papers and other collections.

(c) Three issues of the Bureau of the Census, U.S. Department of Commerce's "Negro Newspapers and Periodicals in the United States" were examined. These were issues for 1939, 1943 and 1945.

The 1939 report, issued in April 1940, listed 140 Negro magazines and bulletins. The list was according to state. Type of magazine, address and frequency of printing were also noted. A chart gave statistical data on circulation for the 1938 and 1939 period. Categories were suggested which included advertising, business and trade, collegiate, educational, fraternal, general, health, medical and scientific; pictorial and theatrical, religious and miscellaneous.

The 1943 report, issued August 1944, listed 105 periodicals. It noted that the twenty-seven religious periodicals accounted for practically 90% of the average net circulation per issue for all magazines and bulletins reporting that item.

The 1945 report, issued August 1946, listed 100 periodicals, 24 of which were established during the war years 1942 and 1945. The highest number of publications printed during that period were general in scope. The report noted that more than one-third of the circulation was for general magazines, the next highest proportion for the religious magazines.

3. It may be noted that Time's special issue "Black America 1970," (April 6, 1970, 89) stated:

"Black journalists who prefer to work for black-managed or black oriented publications find the choice severely limited." Time then lists only the Johnson publications, Ebony, Jet and Negro Digest. It is, perhaps, true that the average white layman is familiar with only these publications. It is perhaps for this reason that Dick Gregory used Jet in one of his presentations:

> You know we finally got the papers downtown to stop using the word "Negro" over and over again whenever they report a crime. But they've got ways of getting around that now. They let you know it was Negroes who did the job anyway. Like in this report of a supermarket robbery last week; they said the safe with $10,000 in it was opened but the money was untouched. The only thing that was missing was forty pounds of chit'lins and one six-pack of Pepsi-Cola. And a witness said she saw two men leave who had kerchiefs over their faces and around the tops of their heads, too. The fuzz (cops) found a copy of Jet with Moms Mably on the cover at the scene of the crime. Now you'd never guess who pulled off that job, would you?
>
> --Charles Keil, Urban Blues, Chicago, University of Chicago Press, 1969 182-83.

I. Pilot Study

During the fall of 1971, questionnaires were sent to 160 magazines. A copy of the questionnaire is in the appendix. The mailing list is on page 24. Thirty-nine (indicated with A) completed and returned the questionnaire; 97 (B) did not respond to the questionnaire; 18(C) were returned because publication had moved and left no forwarding address; 3 (D) were out of print; 4 (F) were not applicable because they were not magazines. That is, they were newspapers or letters, or, they were a one-shot publication which was not continued.

Discussion

The following section will discuss briefly the results of the questionnaire. Each question will be handled separately. One calculation, that of size of the magazines, was not based on the questionnaire but was done with available magazines. A final section will give concluding remarks.

Question 1. Name of Magazine.

With the exception of the periodicals connected with an institution or an organization such as the Ivy Leaf of Alpha Kappa Alpha Sorority or the Morehouse College Bulletin, many magazines tend to reflect the black experience. The word "Black" is used in 12 titles or subtitles: Black World, Watu with subtitle "Black Literary Journal," Black Theatre, Black Communicator, The Black Collegian, Black Sports Magazine, Black Writers' News, Focus in Black, The Black Politican, Black News Digest. Three magazines used "Negro" in their titles: Negro American Literature Forum, Journal of Negro History and Journal of Negro Education. One used "Afro-American": Afro-American Story; one "ebony": Ebony and one "African": African Opinion. One used "cocoa": Beau-Cocoa. It is noted that Black World was once called Negro Digest; The Divine Messenger was Colored Missions and St. Augustine's Colored Catholic Messenger; and Afro-American Story was Negro Story.

Three titles used African words: Watu, Watoto Wazuri and Nommo. Other words, often used in connection with the black experience but not exclusively with it are "soul" as seen in two titles: Soul Illustrated and Body and Soul; "freedom" in one, Freedomways, "liberate" as in Liberator and "equal opportunity," by the magazine of the same name. General words include New Lady, Essence and Etcetera.

Question 2. Present Circulation.

It is noted that the largest number eight, had a circulation of 0-1,000. Seven had 1,001-5,000, five had 5,001-10,000. However, two had circulations of over 1,000,000; three over 100,000 and two between 95,001 and 100,000. (see page 72 for further data).

Question 3. Year of founding.

There were nine magazines which reported that their publications were founded in 1970; 14 between the period 1960 and 1969; 3 between 1950 and 1959; 6 between 1940 and 1949; 1 between 1880 and 1889. None were reported between 1920-29; 1900-1909 and 1890-1899. (see page 75).

Question 4. How often published.

Of those publications completing the questionnaire, 11 are quarterly publications, ten are monthly, five bi-monthly, three semi-annually, two annually and two weekly.

There seems to be an irregularity for some publications. One publication reported "Quarterly, if possible." New Lady marked the item "monthly" but made a footnote that it was published when finances made publication possible. The magazine was founded in 1967; but only one issue was published that year. In 1968, there were two issues; then from September 1969 to 1970 consecutive issues were published with the aid of Ford Foundation. Two issues were published in 1970 and two in 1971. (see page 74 for further data.)

Question 5. Brief note about the nature of your readers.

The following categories listed were: (1) race, (2) specific disciplines or interest groups, (3) socio-economic status, (4) age, (5) sex, and (6) audience.

(1) Under this category where race was noted by the publication, a further division can be noted. That is, some periodicals mentioned black and white readers and others noted black or non-white readers.

Afro-American Story noted that their stories were written by blacks and whites. Etcetera noted that appeal was to blacks and whites. However, this periodical sells best in suburban areas and black masses do not seem to be reading it. Ebony in "Profile of Ebony Magazine," noted 92.7% non-white and 7.3% white.

The word "black" was noted by 13 magazines in describing the nature of the readers.

(2) Beau-Cocoa noted that its readers are mostly other poets. Readers of Black Writers' News are writers and other persons interested in the arts and in communication.

Students were considered the readers of Etcetera, Studies in Black Literature, Freedomways, Delta and Delta Newsletter, The Black Collegiate, Journal of Negro History, Black Theatre, Negro American Literature, Liberator, Drama Review. Magazines serving as organs of organizations such as Delta Newsletter, Ivy Leaf and CLA Journal serve their respective memberships. The Journal of Religion serves theologians, religious leaders and philosophers. However, another magazine, religious in content, Divine Word Messenger stated that its readership was nation-wide with concentration in the north.

(3) Socio-economic status. Ebony and Body and Soul noted that their readers were middle class. Ebony, in "Profile" noted that 60% of their readers graduated from high school and college, their median incomes are $8,594 or $8,600.00 annually, 58.4% are home owners and 69.1% own cars. New Lady stated that the magazine's audience cuts across age and economic separation as the black population holds in common its new emphasis on black awareness.

(4) Age. Only five magazines noted an age group. They were: Watoto Wazuri, children 8-12; Essence, 18-34; Soul Illustrated, 18-35; and Focus in Black, 20-40. Ebony in "Profile" noted the median age of male readers as 33.2 and females, 29.2 (10 years and over).

(5) Sex. With the exception of Ebony, only those oriented toward women or women's organizations noted sex. That is, sorority organizations such as the Ivy Leaf, Alpha Kappa Alpha sorority and Delta and Delta Newsletter of Delta Sigma Theta sorority noted such. Essence and New Lady noted female readers. However, New Lady noted that there is considerable comment and support from men for their magazine. Ebony, in "Profile," noted 46.2% male readers and 53.8% women readers.

(6) Mass audience with interest in blacks. This group cuts across several areas. Black Communicator is read by media, corporations, government and others interested in minorities and communities. Black News Digest is read by groups and individuals interested in black American involvement. The Black Politican is read by congressmen, state and local governmental offices and the grassroots communities and schools.

Question 6. What would you consider to be the purpose of the publication?

Note that many of the observations might seem to be responses to the preceding question. That is, number five. However, responses are repeated here because they were given as responses for the question numbered six.

The magazines propose to serve two types of audiences: (1) specific and (2) general. That is, specific magazines serve as vehicles for the expression of greek letter organizations, alumni groups and professional groups. Others serve the public at large. Delta and Delta Newsletter, the organ of Delta Sigma Theta, and Ivy Leaf, the organ of Alpha Kappa Alpha Sorority, serve their respective organizations. Atlanta University Bulletin and Morehouse Alumni serve their respective alumni groups to inform them of campus activities, recognition and other data about the alumni. The Black Writers' News and CLA Journal serve their memberships, the Black Writers' Conference and the College Language Association. However, the CLA does publish scholarly work by non-members.

The remaining magazines serve the general public. However, within this group, certain magazines are of interest to certain sex, age or interest groups. For example, Child Play and Watoto Wazuri are of interest to children. Note that no questionnaire was sent to Child Play; but its editor, Alice Browning, who edits or has edited Black Writers' Conference, Travel News, Afro-American Story (formerly Negro Story) and Zip Magazine, noted when answering the questionnaire for Travel News that her magazine Child Play published the works of young children.

New Lady and Essence, as noted in question five, are of interest to women. Travel News is of interest to travelers. Black Enterprise is of interest to business men and women.

Another group relates what is happening within certain disciplines which affects Negroes. For example, Black News Digest, a Department of Labor publication, informs the reader of Labor Department policies that concern black people. Black Communicator transmits relevant information concerning what is happening in TV, CATV and videotape.

Another group relates to scholars and scholarship. This group includes: Journal of Negro History, Journal of Negro Education, Negro American Literature Forum, CLA , Studies in Black Literature, Phylon, Freedomways, Journal of Religious Thought and the special issue of Drama Review.

The purely mass magazines appear to have re-current themes such as (1) black awareness, survival, identity, liberation, black aesthetics and pan-Africianism, and (2) a forum for expression. The need for such a forum is (a) there has been neglect in the white media, (b) a general need for black expression, (3) training in writing and editing, and (4) entertainment.

Those which stress (1) black survival, awareness, etc., include: Body and Soul, Essence, Focus in Black, Beau-Cocoa, Nommo, Ebony, Black Theatre, The Black Politican.

Those which stress pan-Africanism include African Opinion, whose purpose is to keep all Africans abreast with the affairs of each other, at home in Africa, those domiciled in America, Carribean, South and Central America. Also with the purpose of pan-Africanism are Freedomways, Black World and the Journal of Negro History. The Journal of Negro History aims "to treat definitively the history and culture of the black man both here and throughout the world."

(3) Provide a forum. Liberator, Freedomways and Black World serve as a platform or forum for expression. Etcetera informs the reader of facts not usually reported in the current media. Black Sports Magazine proposed to present sports from a black point of view. Soul Illustrated proposed to elaborate on the black point of view. Watoto Wazuri, a periodical for children, proposed "to fill a void in publication." Index to Selected Periodicals proposed to supply an index for magazines that are not indexed elsewhere.

(4) Several magazines propose to provide a training for blacks interested in writing and a market for their works. Black Writers' News and Afro-American Story serve to "inspire writers and provide a market to writers." Freedomways "provides a medium of expression for serious and talented writers--for those with established reputations, as well as beginners seeking a ready audience for the first time." Watu provides experience in the editing and publication of a magazine for students at Cornell.

(5) Entertainment is one of the purposes of The Black Collegiate, Beau-Cocoa and Ebony.

Question 6. Method of Printing.

Of the returned questionnaires, 22 used offset, 11 used letterpress, 1 offset and letterpress, 1 offset and mimeograph. None used rotogravure or mimeograph alone. Five failed to respond.

Question 7. Method of circulation.(see p. 75).

Magazine size (see p. 76).

II. List of Magazines

The following lists are included in this paper: List no. 1, p. 24, gives a mailing list of 160 magazines; list no. 2, p. 32, gives names and addresses of black magazines not sent questionnaires. List no. 3, p. 43, gives 37 names

of magazines found in the literature but without addresses, place of publication, publication status and list no. 4 , p.44, lists 26 magazines known to be out-of-print according to the literature or so marked on return of the questionnaire. A total of 421 names of magazines are included in this study.

III. Bibliography

The bibliography has two sections: Section A treats individual magazines and their specific references as found in the literature. Section B deals with sources of data on black magazines in general.

Conclusion

This section contains general impressions. The items might or might not be worth exploring later. However, because this report is exploratory, this section will simply take the reader along with the author's thinking. Hence, the view is subjective.

1. First, it is the impression of the author that there is enough material to explore further, despite Wolseley's (1971, 10) comment on the ephemeral characteristic of some magazines. Wolseley made the following comment concerning his experience in his research on the black press:

> Today...the black press is changing in number so rapidly that figures on how many publications exist are incorrect the day they are published... some are born and die without ever getting into anybody's listing.

2. Considering the Census report, the Wolseley study and this pilot study, the trend in black magazines seems to be from religious to general to nationalistic.

3. If expanding this study, the author might want to re-defining or re-categorizing terms such as black magazines. Items contributing to this trend of thought include the following facts:

(a) National Reformer had a black editor but was owned by whites. Contemporary magazines such as Divine Word Messenger and the Cood Publications are also owned by whites. (b) Black News Digest, a U.S. Government publication is not considered a magazine yet the format looks very similar to publications which call themselves magazines. Wolseley noted that many of the black magazines had the formats of newspapers and many of the newspapers had formats similar to magazines. (c) Black News stated that Essence, which according to the publicity is a black magazine, is actually owned by whites.

4. It is noted that editors of 97 publications did not respond to the questionnaire. Because the nature of the magazines seems to be moving toward nationalism, the author wonders if, for example, stationery from a black institution rather than The University of Texas would have brought better results. That is, because studies show that most of the research on the black press has been done by whites, few blacks are in journalism and few blacks attend The University of Texas.

5. There seems to be a lot of confusion on answering the question on "method of circulation." That is, the 1, 2, 3 requested was answered by a few. Perhaps this question should be re-worded for future surveys to secure better results.

6. If future surveys, it should be useful to determine something specific about the readership, as studies seem to indicate that the readership for black periodicals and newspapers is usually about three or four times that of the circulation figures. Traditionally, black newspapers and magazines have been taken to churches, barbershops, etc. for further re-distribution. Ebony, for example, in "Profile of Ebony Magazine," stated total circulation of 1 250,000 and total readership of five million (four readers per copy).

****

APPENDIX

II. List of Magazines

List no. 1

Key:

A = Magazines completed and returned the questionnaire.
B = Magazines did not answer and return the questionnaire.
C = Questionnaire returned to sender because publication had moved and left no forwarding address.
D = Magazine is out-of-print
E = Questionnaire returned because of insufficient address.
F = N/A. Publication not a magazine, but a paper, letter, etc.

African Heritage 79 Wall Street New York, New York	B	Atlanta University Bulletin Atlanta University Atlanta, Ga.	A
African Opinion 8 West 117th. Street New York, New York	A	Ball and Chain Review P.O.Box 6337 Albany, California 94706	C
African Progress 172 Madison Avenue New York, New York 10016	B	Bandung-It Box 51 University Station Syracuse, New York	B
Afro Magazine Information Press Service Key Colony Beach, Fla. 33051	B	Baptist Leader 1621 Fourth Avenue, N. Birmingham, Alabama	B
Afro-American Story 4019 S. Vincennes Ave. Chicago, Ill. 60653.	A	Beau-Cocoa Box 409 New York, New York 10035	A
A.M.E. Church Review 5828 Race Street Philadelphia, Pa.	D	Bibliographic Survey: The Negro 117 R. Street, N.E. Washington, D.C. 20002	B
American Woodmen Bulletin 2130 Downing Street Denver, Colorado	B	Black Academy Review 135 University Avenue Buffalo, New York 14214	B
A.M.E. Zion Quarterly Review 326 Ellison Street Paterson, New Jersey	B	Black Americans 235 East 45th. Street New York, New York	F

Black Ascention B
Black Affairs Department
of Cuyahoga Community
College
2900 Community Avenue
Cleveland, Ohio 44115

Blackbird Fly B
356 Summer Avenue
Brooklyn, N.Y. 11221
Editors: Bernard Pearson
and Will Halsey

Black Caucas C
72 West 126th. Street
New York, New York 10030
Editor: Bob Hamilton

Black Communicator A
Suite 405
1730 M. Street N.W.
Washington, D.C. 20036

Black Creation B
Room 778
Washington Square Campus
of N.Y.U.
New York, New York

Black Dialogue B
642 Laguna Street
San Francisco, California
94102

Black Dialogue C
Box 1019
New York, New York 10027

Black Enterprise A
295 Madison Avenue
New York, New York

Black Experience A
Southern University and
A. and M. College
Baton Rouge, La.

Black Expressions B
7512 South Cottage Grove
Chicago, Ill. 60619

Black is Beautiful B
67 West 44th. Street
New York, New York 10036

Black Law Journal B
3107 Campbell Hall
Los Angeles, California
90024

Black Lines, a Journal of
Black Studies B
P.O. Box 7195
Pittsburgh, Pa. 15213

Black Magic Juju B
Black Health Workers Alliance
Box 1004
New York, New York 10027

Black Music Review B
50 Ann Street
West Pittston, Pa. 18643

Black News Digest A A/A F
Office of Information
U.S. Department of Labor
Washington, D.C. 20210

Black Stars B
1820 S. Michigan Avenue
Chicago, Ill. 60616

Black News B
10 Claver Place
Brooklyn, New York 11238

Black Politican A
The Center on Urban and
Minority Affairs
955 S. Western Avenue
Suite 209
Los Angeles, California
90006

Black Shades, arts newsletter B
1320 Vermont Avenue N.W.
Washington, D.C.

Black Sports A
386 Park Avenue South
New York, New York

Black Theatre A
200 West 135 Street, Room 103
New York, New York 10030
Editor: Ed Bullins

Black Theatre Edition of Drama Review
School of the Arts
32 Washington Square
New York, New York 10003

Special issue: vol. 12, no. 4 Summer 1968

Black Voices B
P.O. Box 11106
Oklahoma City, Oklahoma
Editor: John Dean

Black Women's Committee News B
4521 S. Oakenwald
Chicago, Ill.

Black Writers' Conference News A
4019 S. Vincennes Avenue
Chicago, Illinois 60653

Body and Soul A/D
2851 Anode
Dallas, Texas 75220

Bronze California C
3406 West Washington Blvd.
Los Angeles, California

Bronze Thrills B
1220 Harding Street
Fort Worth, Texas
Editor: Edna K. Turner

Campus Digest B
P.O. Box HH
Tuskegee, Alabama

Campus Echo B
North Carolina College
Durham, North Carolina

CLA Journal A
College Language Association
Morgan State College
Baltimore, Maryland

Cold Truth B
156 Fifth Avenue
Suite 1229
New York, New York
Editor: Katie M. Cumbo

Community B
Friendship House
4233 S. Indiana Avenue
Chicago, Ill. 60653

Consciousness E
Academy of Black Culture
Savanah, Ga.

Cricket B
The Journal of Black Music
Box 663
Newark, N.J.

Crisis B
National Association for the Advancement of Colored People
1790 Broadway
New York, New York

Current Bibliography on African Affairs B
51 Riverside Avenue
Westport, Conn. 06880
Editor: A.P. Matthews

Deep Down in My Soul — B
Theatre of Afro-Arts
Box 94
Northwest Branch
Miami, Fla.

Ebony — A
1820 S. Michigan Ave.
Chicago, Ill. 60616

Echoes From The Gumbo — B
Box 51536
New Orleans, La. 70150

Elegant — C
360 Lexington Avenue
New York, New York

Elegant Magazine — C
8212 South Western Avenue
Los Angeles, California

Epic — B
8114 Puritan
Detroit, Michigan

Equal Opportunity — A
Centerport, New York
11721

Essence — A
102 East 30th. Street
Brooklyn, New York 10016

Etcetera — A
269 Utica Avenue
Brooklyn, New York 11213

"Feet" Maganews — B
MODE (Modern Organization
for Dance Envolvement)
Box 2848
New York, New York 10001

Fine Brown Frame — C
624 South Michigan Ave.
Suite 808
Chicago, Ill. 60605

Focus in Black — A
Box 5877
Grand Central Station
New York, New York 10017
Editor: Eugene Paul

Forum — B
Afro-American Teachers
Association
1064 Fulton Street
Brooklyn, New York

Freedomways — A
799 Broadway
New York, New York 10003
Editor: John Henrik Clarke

Habari Barua — B
1115 Fulton Street
Brooklyn, New York 11238
Editor: Jim Dyson

Hampton Script — B
Hampton Institute
Hampton, Va.

Hep — B
1220 Harding Street
Fort Worth, Texas 76102

Hornet & Freshmore — B
Alabama State College
Montgomery, Alabama

Howard University Bulletin — B
Office of Public Relations
Howard University
Washington, D.C.

Ideology in Black — B
10359 S. Indiana Avenue
Chicago, Illinois

Imani — B
566 La Guardia Plaza
Box 27
New York, New York
Editor: Kujaatele Kwele

Index to Selected Periodicals A
Hallie Q. Brown Library
Central State College
Wilberforce, Ohio

Ivy Leaf A
5211 South Greenwood
Chicago, Ill.

Jet B
1820 S. Michigan Avenue
Chicago, Ill.
Editor: John Johnson

Jive
Box 2255 B
Fort Worth, Texas 76102

Journal of Black Poetry B
1308 Masonic Ave No. 4
San Francisco, California
94117
Editor: Joe Goncalves

Journal of Human Relations B
Central State College
Wilberforce, Ohio

Journal of the National
Medical Association C
30 Rockefeller Plaza
New York, New York

Journal of Negro History A
1538 Ninth St. N.W
Washington, D.C. 20001

Journal of Religious Thought A
The School of Religion
Howard University
Washington, D.C.

Kappa Alpha Psi Journal C
1520 North 17th. Street
Philadelphia, Pa.

Liberator A
244 East 46th. Street
New York, New York 10017
Editor: Daniel Watts

Link Magazine C
243 West 125th. Street
New York, New York

Mazungumzo B
African Studies Center
Michigan State University
East Lansing, Michigan

Miss Black America B
245 Chelten Avenue
Philadelphia, Pa. 19144

NAMD Emphasis C
National Association
of Market Developers
Box 2826
Washington, D.C. 20013

National Scene
Supplement B
507 Fifth Avenue
New York, New York
Editor: L.H. Stanton

Negro American Literature
Forum A
School of Education
Indiana State University
Terre Haute, Indiana
47809

Negro Digest (now Black
World) A
1820 S. Michigan Avenue
Chicago, Illinois 60616
Editor: Hoyt W. Fuller

Negro Educational Review B
Florida Memorial College
15800 N.W. 42nd. Ave
Miami, Fla. 33054

Negro History Bulletin B
1538 Ninth Street N.W.
Washington, D.C. 20001
Editor: Charles Wesley

Negro Story (now Afro-
American Story) A
4019 Vincennes Avenue
Chicago, Illinois

Nkombo B
Box 51826
New Orleans, La. 70150

New Lady A
1335 A. Street
Hawyard, California 94541

Newsletter B
St. Paul Urban League
401 Selby Avenue
St. Paul, Minnesota 55101

Nommo A
OBAC Writers Workshop
3606 S. Michigan Avenue
Chicago, Illinois 60653

On the Ball Magazine C
754 East 169th. Street
Bronx, New York

Opportunity, Journal of Negro Life C
1138 Broadway
New York, New York

Our National Family B
201 Ashby Street N.W.
Atlanta, Ga. 30314

Pan-African Journal B
51 Riverside Avenue
Westport, Conn. 06880

Phat Mama "Her Black Mind" C
503 W. 121st. Street
New York, New York 10027

Phylon A
223 Chestnut Street S.W.
Atlanta, Ga. 30314

Pilot B
National Insurance Association
2400 S. Michigan Avenue
Chicago, Ill. 60616

Proud Black Images B
Ohio State University
Columbus, Ohio
Editor: Garfield A. Jackson

Quarterly Review of Higher Education B
Johnson C. Smith University
Durham, North Carolina

Rennaissance II B
84 Yale Station
New Haven, Conn. 06520

Revolt C
Nat Turner Theatre
Box 52218
New Orleans, La. 70150

Roots B
A Journal of Critical and Creative Expression
Box 579
Texas Southern University
Houston, Texas

Roots in Revolt B
Black Community Research and Communications Project
San Francisco, California 94101
Editor: Pleasant Carson, Jr.

Sepia B
Box 2255
Fort Worth, Texas 76102

Soulbook B
Box 1097
Berkeley, California 94701

Soul Confessions B
Good Publishing Co.
1220 Harding Street
Fort Worth, Texas 76102
Editor: Edna Turner

Soul Illustrated A
271 Melrose Avenue
Los Angeles, Calif. 90046

Spelman Messenger B
665 Ella Street S.W.
Atlanta, Ga.

St. Augustine's Messenger A
(now Divine Word Messenger, formerly: Colored Missions, St. Augustine's Colored Catholic Messenger)
Bay St. Louis, Mississippi

Star of Zion B
P.O. Box 1047
Charlotte, North Carolina

Studies in Black Literature A
Department of English
Mary Washington College
Fredericksburg, Va. 22401

Tan B
1820 South Michigan Avenue
Chicago, Illinois 60616

The African Scholar B
African Academy of
Political and Social
Science
Box 6555
Washington, D. C. 20009

The Black Arts Magazine C
401 East Adams Street
Detroit, Michigan 48226

The Black Buyer
Bulletin C
Resource Management
Corporation
Black Buyer Survey
7315 Wisconsin Avenue
Bethesda, Maryland 20014

The Black Collegian A
3217 Melpomene Street
New Orleans, La. 70125
Editors: N.R. Davidson and
Val Ferinand

The Black Cultural Weekly C
433 West 21st. Street
New York, New York

The Black Scholar B
Box 31245
San Francisco, California

The Bluefieldian B
West Virginia State College
Bluefield, West Virginia

The Broadcaster D
A. & I. State University
Nashville, Tennessee

The Center B
Interdenominational
Theological Center
Atlanta, Ga.

The Claverite B
Knights of Peter Claver
1821 Orleans Avenue
New Orleans, La. 70116

The Delta, Monthly A
Journal, The Delta
Newsletter
Delta Sigma Theta, Inc.
1814 M. Street N.W.
Washington, D.C. 20036

The Digest B
Southern University
Baton Rouge, La.

The Faith B
Box 27
566 La Guardia Place
New York, New York 10012

The Forum, Bulletin of the B
Pan African Congress
Box 551-A
Detroit, Michigan 48232

The Foundation B
9 McDonouth Boulevard
Atlanta, Ga.

The Gold Torch B
Central State College
Wilberforce, Ohio

The Herald B
Texas Southern University
3201 Wheeler Avenue
Houston, Texas

The Journal of Negro Education A
Howard University Press
Howard University
Washington, D.C. 20001
Editor: Walter G. Daniel

The Lamp B
Florida Memorial College
15800 N.W. 42nd. Avenue
Miami, Florida 33054

The Maroon Tiger B
Morehouse College
113 Graves Hall
Atlanta, Georgia

The Message Magazine B
2119 24th. Avenue, N.
Nashville, Tennessee

The Negro Traveler and Conventioneer B
8034 S. Prairie Avenue
Chicago, Illinois 60619

The Pyramid B
1116 Rhode Island Avenue
Washington, D.C.

The Register F
A. & T. College
Greensboro, North Carolina

The Review B
414 Eighth Avenue, S.
Nashville, Tennessee

The Review of Black Political Economy B
112 W. 120th. Street
New York, New York

The Sphinx B
Alpha Phi Alpha
4432 S. Parkway
Chicago, Illinois 60655

The Voice B
200 West 135th. Street
New York, New York

Third World B
1320 Vermont Avenue N.W.
Washington, D.C.

Travel News A
4019 S. Vincennes
Chicago, Illinois 60653

Umbra B
Box 374
Peter Stuyvesant Station
New York, New York 10009

Umoja B
Black Concern and the College Achievement Program
Wagner College
Staten Island, N.Y.

Union Review B
523 Second Avenue N.
Nashville, Tennessee

Urban West B
593 Market Street
San Francisco, California

Voice of Missions B
112 West 120th. Street
New York, New York

Wakra B
Box 404
Presidental Center Station
Boston, Mass. 02199

Watoto Wazuri A
Box 7762
Philadelphia, Pa. 19101

Watu A
Cornell University
Ithica, New York

Westchester County Press F
Hastings-on-Hudson
New York, New York 10706

List no. 2

Abdemelch and Debbora (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: "Negro Newspapers and Periodicals in the United States: 1939," Negro Statistical Bulletin No. 1, Department of Commerce, Bureau of the Census, Washington, D.C., April 1940. Census 1939

Adolph's Beauty Briefs (bus.)
330 North 55th. Street
Philadelphia, Pa.
Source: "Negro Newspapers and Periodicals in the United States: 1945," Negro Statistical Bulletin No. 1, Department of Commerce, Washington, D.C. August 29, 1946. Census 1945

Adult Quarterly (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Advance (frat. semi-mo.)
Centre Avenue Branch Y.M.C.A.
2621 Centre Avenue
Pittsburgh, Pennsylvania
Source: Census 1939

Advanced (Sunday School Quarterly)
523 South Avenue, N.
Nashville, Tennessee
Source: "Negro Newspapers and Periodicals in the United States: 1943," Negro Statistical Bulletin No. 1, Department of Commerce, Bureau of the Census, Washington, D.C., August 1944. Census 1943

Aframerican Women's Journal
1318 Vermont Avenue, N.W.
Washington, D.C.
Source: Census 1945

Alumnus (alumni qu.)
223 Chestnut Street, S.W.
Atlanta, Ga.
Source: Census 1945

American Musician
Philadelphia, Pa.
Source: Detweiler, Frederick. The Negro Press in the United States (College Park, 1968), 127-128

Apex News (gen. qu.)
1726 Arctic Avenue
Atlantic City, N.J.
Source: Census 1939

Arts Quarterly (educ. qu.)
Dillard University
New Orleans, La.
Source: Census 1939

Atlantic Life Weekly Report (bus. wkly.)
Atlantic Life Insurance Co.
148 Auburn Avenue
Atlanta, Ga.
Source: Census 1939

Beauticians Digest (bus qu.)
919 East Humboldt Street
Fort Worth, Texas
Source: Census 1945

Beauty Mart (pictorial qu.)
801 Bryn Mawr Road
Pittsburgh, Pa.
Source: Census 1939

Beginner (Sunday School Quarterly)
523 South Avenue, N.
Nashville, Tennessee
Source: Census 1943

Belmeadian (edu.)
Rock Castle, Va.
Source: Census 1945

Bible Band Topics (rel. qu.)
130 Madison Street
Jackson, Tennessee
Source: Census 1945

Black and White (edu.)
685 Greensferry Avenue, S.W.
Atlanta, Ga.
Source: Census 1945

Boule Journal
Organ of Sigma Pi Phi
Philadelphia, Pa.
Source: Clark, Kenneth. Dark Ghetto (New York, 1965), 192

Broadcaster (ed. qu.)
A. and I. State College
Nashville, Tennessee
Source: Census 1945

Bronzeville Magazine
418 East 47th. Street
Chicago, Illinois
Source: Census 1945

Brown American (industrial qu.)
716 South Nineteenth Street
Philadelphia, Pa.
Source: Census 1945

Bulletin (coll.)
A. and I. State College
Nashville, Tennessee
Source: Census 1945

Bulletin of the National Dental Association (prof. qu.)
P.O.Box 204
Manassas, Va.
Source: Census 1945

Campus Life
P.O.Box 2137
Greensboro, North Carolina
Source: Census 1945

Campus Mirror (coll.)
665 Ella Street, S.W.
Atlanta, Ga.
Source: Census 1945

Cedar Y.M.C.A. Informer (edu. wkly.)
7615 Cedar Avenue
Cleveland, Ohio
Source: Census 1943

Central Christian Advocate
631 Baronne Street
New Orleans, Louisiana
Source: Census 1945

Challenge
New York, New York
Source: Detweiler, 129

Christian Index
109 Shannon Street
Jackson, Tennessee
Source: The Negro Almanac, 842

Christian Plea (rel.)
P.O.Box 445
Nashville, Tennessee
Source: Census 1945

Child Play (edu. bi-mo.)
4019 Vincennes Avenue
Chicago, Illinois
Source: Census 1945

C.I.A.A. Bulletin (athl. ann.)
Box 455
Lawrenceville, Va.
Source: Census 1943

Color
1032 Bridge Road
Charleston, West Virginia

Colored Harvest (rel. bi-mo.)
1130 North Calvert Street
Baltimore, Md.
Source: Census 1945

Colored Morticians Bulletin (bus.)
250 Auburn Avenue, N.W.
Atlanta, Ga.

Commercial Journal and Business Men's Bulletin
Chicago, Illinois
Source: Detweiler, 127

Competitor
(no address given)
Source: Detweiler 129

Co-Operation (frat.)
(Formerly National Fraternal Review)
F. and A.M.Illinois & Associated Clubs
3506 Indiana Avenue
Chicago, Illinois
Source: Census 1939

Cradle Roll Director (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Crusader
New York
Source: Detweiler, 129

Cumberland Flag (rel.)
630 East Matthews Street
Union City, Tennessee
Source: Census 1943

Detroit Civic Rights Bulletin (educ.)
3762 Seyburn Avenue
Detroit, Michigan
Source: Census 1939

Downington Bulletin (edu. mo. -9 mos. yr.)
Industrial School
Downington, Pa.
Source: Census 1943

Eastern Index
1622 Henvis Street
Philadelphia, Pa.
Source: Census 1939

Encore (music magazine)
Cambridge, Massachusetts
Source: Detweiler, 127

Enterprise, Bulletin of Negro Business (bus.)
162 Decatur Street
Brooklyn, New York
Source: Census 1945

Fenton Johnson's Favorite Magazine.
(no address given)
Source: Detweiler 128

Fisk Herald (coll.)
Fisk University
Nashville, Tennessee
Source: Census 1945

Fisk News (alumni four times a year)
Fisk University
Nashville, Tennessee
Source: Census 1945

Football Forecast (sport ann.)
P.O. Box 2197
Atlanta, Ga.
Source: Census 1939

Foundation (rel. qu.)
Gammon Theological Seminary
Atlanta, Ga.
Source: Census 1945

Free Lance
6005 Grand Avenue
Cleveland, Ohio 44104
Editors: Caspar L. Jordan and Russell Atkins
Source: Black World, December 1971, 50

Gazetteer and Guide (gen. qu.)
413 West 147th. Street
New York, New York
Source: Census 1945

Georgia Herald (coll. qu.)
Georgia State College
Industrial College, Ga.
Source: Census 1945

Golden Hour Digest
1504 Sixth Avenue, N.
Birmingham, Alabama
Source: Census 1945

Greater Boston Trade Association News Letter (bus.)
Greater Boston Negro Trade Association
97 Camden Street
Boston, Massachusetts
Source: Census 1939

Half-Century
(no address given)
Source: Detweiler 129

Harlem Block News (bus.)
Mid-Harlem Business Association
205 W. 135th. Street
New York, New York
Source: Census 1939

Harlem Digest (edu.)
303 West 125th. Street
New York, New York
Source: Census 1945

Harlem Jazz (musical)
143 W. 125th. Street
Suite 16
New York, New York
Source: Census 1939

Headlines
(no address given)
Source: Franklin, John. From Slavery to Freedom (New York, 1969) 563

Headlines and Pictures (gen.)
3522 State Street
Chicago, Illinois
Source: Census 1945

Holy Cross Church News
(rel. qu.)
Holy Cross Episcopal Church
2601 Centre Avenue
Pittsburgh, Pa.
Source: Census 1939

Home Department Quarterly
(rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Home Study Course Magazine
(rel. qu.)
National Baptist Publishing Board
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1939

Hope (rel.)
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1943

Howard Medical News
Alumni School of Medicine
2376 Seventh Avenue
New York, New York
Source: Census 1939

I'm Black! What's Happening?
New York, New York
Source: Look, Jan. 7, 1969, 12-13

Informer (social service bi-monthly)
1300 Fifth Avenue
Pittsburgh, Pennsylvania
Source: Census 1945

Intermediate (Sunday School Quarterly)
523 Second Avenue N.
Nashville, Tennessee

Interracial Review (rel.)
Catholic Interracial Council
20 Vesey Street
New York, New York
Source: Census 1939

Iota Phi Lambda Journal
539 Florida Avenue, N.W.
Washington, D.C.
Source: Census 1939

Journal of Science
(ed. four times a year)
223 Chestnut Street, S.W.
Atlanta, Ga.
Source: Census 1945

Journal of the National Association of College Women
(ed. three times a year)
2645 15th. Street, N.W.
Washington, D.C.
Source: Census 1939

Junior (Sunday School Quarterly)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Junior B.Y.P.U. (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Junior Quarterly
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Kentucky Negro Education Association Journal (ed. four times a year)
2230 West Chestnut Street
Louisville, Kentucky
Source: Census 1945

Kodesh Herald (rel.)
Kodesh Church of Immanuel
1509 S. Street, N.W.
Washington, D.C.
Source: Census 1939

Krinon (frat. ann.)
409 Edgecombe Avenue
New York, New York
Source: Census 1945

Le Moynite (coll. three times a year)
Le Moyne College
Memphis, Tennessee
Source: Census 1945

Lincoln Log (ed. ann.)
Lincoln Institute of Kentucky
Lincoln Ridge, Kentucky
Source: Census 1939

Lott Carey Herald (rel.)
1501 Eleventh Street, N.W.
Washington, D.C.
Source: Census 1945

Master Musician
Philadelphia, Pa.
Source: Detweiler 127

Mentor (coll.)
Clark College
Atlanta, Ga.
Source: Census 1939

Metoka and Galeda (Sunday School Quarterly)
523 Second Avenue
Nashville, Tennessee
Source: Census 1943

Message (rel.)
2119 24th. Street
Nashville, Tennessee
Source: Census 1945

Method
(no address given)
Source: Detweiler 127

Mission Herald (rel. bi-mo.)
701 South 19th. Street
Philadelphia, Pa.
Source: Census 1945

Monthly Summary of Events and Trends in Race Relations
Social Science Institute
Fisk University
Nashville, Tennessee
Source: Census 1945

Morehouse Alumnus (ed. qu.)
Morehouse College
Atlanta, Ga.
Source: Census 1939

Music and Poetry
Chicago, Illinois
Source: Detweiler 127

National Gospel Digest (rel. qu.)
419 Fourth Avenue, N.
Suite 210
Nashville, Tennessee
Source: Census 1939

National Negro Business League
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

National Negro Health News (health qu.)
U.S. Public Health Service
Bethesda Station
Washington, D.C.
Source: Census 1945

National Negro Insurance Association Service Bulletin (bus. qu.)
National Negro Insurance Association
214 Clay Street
Richmond, Va.
Source: Census 1939

National Negro Printer and Publisher (bus.)
422 South Front Street
Hamilton, Ohio
Source: Census 1943

National News Bulletin (ed. qu.)
National Association of Colored Graduate Nurses
50 West 50th. Street
New York, New York
Source: Census 1939

Negro (gen.)
4405 Enright Avenue
St. Louis, Missouri
Source: Census 1945

Negro Business (bus. qu.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

Negro College Quarterly (ed. qu.)
Central State College
Wilberforce, Ohio
Census 1945

Negro Musician
Washington, D.C.
Source: Detweiler 127

Negro Outlook
Memphis, Tennessee
Editor: M.V. Link
Source: Detweiler 129

Negro School News (edu.)
P.O. Box 445
Nashville, Tennessee
Source: Census 1945

Negro Traveler (ed.)
6314 Cottage Grove Street
Chicago, Illinois
Source: Census 1945

Negro Worker (ed.)
Box 278
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1945

New Advance (rel.)
Box 888
Chatanooga, Tennessee
Source: Census 1943

New Sign (frat. wkly.)
180 West 135th. Street
New York, New York
Source: Census 1945

New Vistas Magazine
366 East 47th. Street
Chicago, Illinois
Source: Census 1945

News Illustrated
203 West 138th. Street
New York, New York
Source: The Negro Almanac
844

Nite Life (adv. wkly.)
2004 Georgia Avenue, N.W.
Washington, D.C.
Source: Census 1943

Omega Bulletin (coll.)
388 Beale Avenue
Memphis, Tennessee
Source: Census 1945

Opinion (gen.)
1205 Missouri Avenue
Fort Worth, Texas
Source: Census 1945

Oracle (frat. qu.)
388 Beale Avenue
Memphis, Tennessee
Source: Census 1945

Pacific Northwest
Bulletin (gen. tw. mo.)
932 Commerce Street
Tacoma, Washington
Source: Census 1945

PEP (trade)
School of Journalism
Lincoln University
Jefferson City, Mo.
Source: Census 1945

Pharmaceutical Briefs
College of Pharmacy
Howard University
Washington, D.C.
Source: Census 1939

Phase II
Journal of Black Art
Renaissance
Berkeley, California
Editor: Sarah Fabio
Source: Black World,
December 1971, 79

Philadelphia Informer (gen.)
1644 South Street
Philadelphia, Pa.
Source: Census 1945

Pilgrim's Progress (bus. wkly.)
1143 Gwinnett Street
Augusta, Ga.
Source: Census 1945

Political Digest (pol. five
mos. year)
24 North 59th. Street
Philadelphia, Pa.
Source: Census 1945

Postal Alliance (labor)
3762 Seyburn Street
Detroit, Michigan
Source: Census 1945

Prayer Meeting Builder (gen. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Primary (Sunday School Quarterly)
Sunday School Publishing Board
Fourth Avenue at Cedar
Nashville, Tennessee
Source: Census 1939

Primary (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Progress Record (ed. qu.)
214 East Clay Street
Richmond, Va.
Source: Census 1945

Progressive Consumer Magazine
2529 Georgia Avenue, N.W.
Washington, D.C.
Source: Census 1939

Promoter
New York, New York
Source: Detweiler 129

Pullman Porters' Review
(no address given)
Source: Detweiler 127

Responsibility (ed. tw. yr.)
142 Quincy Street
Brooklyn, New York
Source: Census 1945

Rhythm (quarterly)
African Expression, Inc.
859½ W. Hunter, N.W.
Atlanta, Ga.
Source: Black World,
December 1971, 77

Rural Messenger
(no address given)
Source: Detweiler 126-127

Scope
Organ of Jack and Jill of
America, Inc.
579 Waterford Road, N.W.
Atlanta, Ga. 30318

Senior (Sunday School
Quarterly) (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Senior B.Y.P.U. (rel. qu.)
523 Second Avenue, N.
Nashville, Tennessee
Source: Census 1943

Service (edu.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1945

Silhouette Pictorial Magazine
655 N. Broadway
Los Angeles, California
Source: Census 1939

Southside Amusement and
Shoppers Guide (bus.)
6306 Rhodes Avenue
Chicago, Illinois
Source: Census 1939

Southwestern Journal (ed. qu.)
Langston University
Langston, Oklahoma
Source: Census 1945

Spelman Messenger (coll. qu.)
665 Ella Street, S.W.
Atlanta, Ga.
Source: Census 1945

Spotlighter (gen.)
2370 Seventh Avenue
New York, New York
Source: Census 1945

Standard (coll.)
Prairie View University
Prairie View, Texas
Source: Census 1945

St. Luke Fraternal Bulletin
900-2-4 St. James Street
Richmond, Va.
Source: Census 1945

Star of Hope
National Baptist Convention
U.S.A. Women's Department
412 Fourth Avenue, N.
Nashville, Tennessee
Source: Census 1939

Sunday School Informer (rel.)
Sunday School Publishing Board
Fourth Avenue at Cedar Street
Nashville, Tennessee
Source: Census 1939

Sunday School Teacher (rel. qu.)
Sunday School Publishing Board
Fourth Avenue at Cedar
Nashville, Tennessee
Source: Census 1939

Sunday School Literature (rel.)
1958 N. Sixth Street
Kansas City, Kansas
Source: Census 1939

Sunshine Band Topics
Church of God in Christ
4742 S. State Street
Chicago, Illinois
Source: Census 1939

Talladega Student
(coll. five times a year)
Talladega College
Talladega, Alabama
Source: Census 1945

Teacher (rel. qu.)
523 Second Avenue N.
Nashville, Tennessee
Source: Census 1943

Technigrams (scientific)
National Technical Association
West Virginia State College
Institute, West Virginia
Source: Census 1939

The Advocate (coll. bi-mo.)
Bethume-Cookman College
Daytona Beach, Florida
Source: Census 1939

The Archon (frat. ann.)
Zeta Phi Beta Sorority
122 East Leigh Street
Richmond, Va.
Source: Census 1939

The American Negro Mind
(Formerly National Negro Mind)
419 Fourth Avenue, N.
Suite 210
Nashville, Tennessee
Source: Census 1939

The Black Man
Vicksburg, Mississippi
Source: Detweiler 129

The Black Position
Gwendolyn Brook's semi-annual magazine
Source: Black World, Dec. 1971, 77

The Brown American (ed.)
1519 Lombard Street
Philadelphia, Pennsylvania
Source: Census 1939

The Colored Churchman (rel.)
923 Gaines Street
Little Rock, Arkansas
Source: Census 1939

The Crescent (frat. qu.)
Phi Beta Sigma Fraternity
401 Edgecombe Avenue
New York, New York
Source: Census 1939

The Hornet
State Teachers College
Dover, Delaware
Source: The Negro Almanac 842

The Maroon Tiger (coll.)
Delta Phi Delta National
Inter-Collegiate Honorary
Journalistic Society
Morehouse College
Atlanta, Ga.
Source: Census 1939

The Mask
5784 Venice Boulevard
Los Angeles, California

The Mechanical News
(ed. coll.)
Tuskegee Institute
Tuskegee, Alabama
Source: Census 1939

The Message Magazine (rel. bi-mo.)
2119 24th. Avenue, N.
Nashville, Tennessee
Source: Census 1939

The National Educational Outlook Among Negroes (ed. bi-mo.)
1210 Lamont Street, N.W.
Washington, D.C.
Source: Census 1943

The Negro Actor (thear. qu.)
The Negro Actors Guild of America, Inc.
1674 Broadway
New York, New York
Source: Census 1939

The Negro American, Club and Fraternal Magazine (frat.)
1708 Beechwood Street
Philadelphia, Pa.
Source: Census 1939

The Negro Journal of Religion
Wilberforce University
Wilberforce, Ohio
Source: Census 1939

The Negro Writer (trade)
Negro Writers Guild
1137 Atcheson Street
Columbus, Ohio
Source: Census 1939

The New Advance (rel. semi-mo.)
Board of National Missions
Presbyterian Church
621 Carmel Street
Charlotte, North Carolina
Source: Census 1939

The Paineite (coll.)
Paine College
Augusta, Ga.
Source: Census 1939

The New Voice (rel.)
The Federated Colored Catholics
1727 13th. Street, N.W.
Washington, D.C.
Source: Census 1943

The Protector
4019 S. Vincennes Avenue
Chicago, Ill. 60653
Editor: Alice Browning
Source: Black Writers' News, Dec. 1971- Jan. 1972, n.p.

The Railroad News (gen.)
Railroad Employees of America and Canada
6306 Rhodes Avenue
Chicago, Illi.
Source: Census 1939

The Royal Messenger (frat.)
Supreme Royal Circle of Friends
3517 Indiana Avenue
Chicago, Illinois
Source: Census 1939

The Sphinx Magazine (frat. qu.)
Alpha Phi Alpha
390 ½ Beale Street
Memphis, Tennessee
Source: Census 1939

The State P.T.A. Bulletin (ed. three times year)
Missouri Congress of Colored Parents and Teachers
Bunceton, Missouri
Source: Census 1939

The Stylus (coll. ann.)
The Stylus Club
Howard University
Washington, D.C.
Source: Census 1939

The Women's Voice (pol.)
609 F. Street, N.W.
Washington, D.C.
Census 1939

The Woodmen Banner (frat. qu.)
The Supreme Camp of the American Woodmen
2130 Downing Street
Denver, Colorado
Source: Census 1939

Trade Association News (bus.)
80 Humboldt Avenue
Boston, Massachusetts
Source: Census 1945

Twinkle Magazine (rel.)
1934 Annette Street
New Orleans, La.
Source: Census 1945

Up the Hill
Organ of Jack and Jill of America, Inc.
1407 Nun Street
Wilmington, N.C. 28401

Virginia Statesman
Virginia State College
Petersburg, Va.
Source: The Negro Almanac 834

Virginia Teachers' Bulletin (ed. qu.)
Virginia State Teachers Association
Hampton Institute
Hampton, Va.
Source: Census 1945

Virginia Union Bulletin
(coll. six times a year)
Virginia Union University
Richmond, Va.
Source: Census 1945

Washington Gaily News
(theat. weekly)
1215 You Street, N.W.
Washington, D.C.
Census 1939

Whetstone (bus. qu.)
114 Parrish Street
Durham, North Carolina
Source: Census 1945

Weekly Bulletin (bus. wkly.)
Virginia Mutual Benefit
Life Insurance
214 East Clay Street
Richmond, Va.
Source: Census 1939

Wiley Reporter (ed. qu.)
Wiley College
Marshall, Texas
Source: Census 1943

World's Messenger (true stories)
1200 East Tenth Street
Fort Worth, Texas
Source: Census 1945

Woman's National Magazine (ed.)
4557 Michigan Avenue
Chicago, Illinois
Source: Census 1939

Y'er (gen.)
(Formerly The Advance)
2621 Centre Avenue
Pittsburgh, Pennsylvania
Source: Census 1945

Young People's Willing Worker
(rel. qu.)
5617 West Girard Avenue
Philadelphia, Pa.
Source: Census 1943

Zip Magazine
4019 S. Vincennes Avenue
Chicago, Illinois 60653
Source: Black Writers' News, December 1971-January 1972, n.p.

List no. 3

Magazine titles with incomplete data concerning place of publication, publication status, etc.

Beauty Trade

Black Beauty

Black Business Digest

Black Man

Bronze Confessions

Colored Citizen

Contact

Copper Romance

Designs for Gracious Living

Duke

Elegant Teen

Everybody

Freedom

Harvard Journal of Afro-American Affairs

Hot Line

Impact

Josephite Harvest

Journal of Human Relations

Journal of National Technical Associations

L'Union

Media Woman

Missionary Magazine

Negro Braille Magazine

Negro Educational Review

Negro Labor News

Negro Musician

Negro Quarterly

New Negro Business and Financial Journal

New Negro Traveler and Conventioneer

Our Colored Missions

Pilot

Spotlighter

Triangle

Ulico

Uptown Beat

Vision

Women's Missionary Magazine

List no. 4

Out of Print *

Advance Monthly
157 Waldo Street
Providence, Rhode Island

African Methodist Episcopal Church Magazine (quarterly)
Vol. I. Nos. 1-5, September 1841--December 1842 at Yale University

Anglo-African
Founded in 1859 by Thomas Hamilton
Brooklyn, New York
Vol. I Reprinted by Arno Press and The New York Times, New York, 1968

Body and Soul
2851 Anode Lane
Dallas, Texas

Bronze World

Colored American Magazine
Colored Co-Operative Printing Company
Boston and New York
1900-1909

Douglass' Monthly
Rochester, New York
1858-1863 Microfilm copy in Schomburg Collection of New York Public Library

Ebony International
Johnson Publication
Chicago, Illinois

Fraternal Advocate
Chicago, Illinois

Heebie Jeebies
Chicago, Illinois
Editor: P.L. Prattis

Howard's Negro American
Harrisburg, Pa.
Editor: H.J. Howard

Hue
Johnson Publication
Chicago, Illinois

Lincoln Journalism Newsletter
Lincoln University
Jefferson City, Mo.

Monitor (frat. qu.)
413 East Ninth Street
Fort Worth, Texas

Mirror of Freedom
New York, New York

Mirror of Liberty
New York, New York
August 1838, January 1839
available at New York Historical Society

National News Bulletin (ed. qu.)
1790 Broadway
New York, New York

National Reformer
Philadelphia, Pa.
1838
William Whipper , editor.
Organ was financed by the American Moral Reform Society

Negro Romance

* Out of print according to the literature and indications on returned questionnaires.

Our Women and Children
Louisville, Kentucky
1888
Editor: William Simmons

Railroad Review (gen.)
417 East 47th. Street
Chicago, Illinois

The Afro-American Budget
Evanston, Illinois
1889
Editor: J.S.Woods

The Broadcaster
A. & I. State University
Nashville, Tennessee

The Horizon: A Journal of the Color Line
Washington, D.C.
Editor: W.E.B. DuBois

The Voice of the Negro: An Illustrated Monthly Magazine
Hertel Jenkins & Company
Atlanta, Ga.
1904-1907

Urbanite

QUESTIONNAIRE

(Please return in the enclosed envelope.)

Name of Magazine: _____

Present Circulation: _____

Year of Founding: _____ How often published? _____

Brief note about the nature of your readers: _____

_____

_____

What would you consider to be the purpose of the publication?

_____

_____

Method of Printing:

_____ Letterpress
_____ Offset
_____ Rotogravure
_____ Mimeographed

Other _____

Method of Circulation (rate according to volume: 1, 2, 3, etc.)

_____ Mail
_____ Newsstand

Other _____

THANKS FOR YOUR COOPERATION:

Marvin Kimbrough
c/o Department of Journalism
University of Texas
Austin, Texas 78712

P.S. Will you please send me 1 or 2 sample issues under separate cover?

III. Bibliography

A

B I B L I O G R A P H Y
(In progress)

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African Scholar

Wolseley, Roland. The Black Press, U.S.A. Ames: The Iowa State University Press, 1971, 145.

A.M.E. Review

Franklin, John Hope. From Slavery to Freedom. New York: Vintage Books, 1969, 411.

Loggins, Vernon. The Negro Author in America. Port Washington: Kennikat Press, Inc., 1964, 225.

Penn, I. Garland. The Afro-American Press and Its Editors. New York: Arno Press and The New York Times, 1969, 120.

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American Musician

Detweiler, Frederick. The Negro Press in the United States. College Park, Maryland: McGrath Publishing Company, 1968, 127-128.

A.M.E. Zion Quarterly Review

Detweiler, Frederick. The Negro Press in the United States. College Park, Maryland, McGrath Publishing Company, 1968, 127.

Anglo-African

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Ball and Chain Review

Schatz, Walter (ed). Directory of Afro-American Resources. New York: R.R. Bowker Company, 1970, 8.

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Black Academy Review

Wolseley, Roland. The Black Press, U.S.A. Ames: The Iowa State University Press, 197, 148.

Black America

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Black Beauty

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Black Business Digest

Wolseley, Roland. The Black Press, U.S.A. Ames: The Iowa State University Press, 1971, 148.

Black Dialogue

Schartz, Walter (ed.) Directory of Afro-American Resources. New York: R.R. Bowker Company, 1970, 18.

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Black Enterprise

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The Black Politician

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Black Sports

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Black World

Ruth, L. "The Scene." English Journal, May 1971, 60, 656-8.

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Bronze Confessions

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Bronze Thrills

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Bronze World

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Boule Journal

Clark, Kenneth. Dark Ghetto. New York: Harper & Row, 1965, 192.

Challenge

Detweiler, Frederick. The Negro Press in the United States. College Park, Maryland: McGrath Publishing Company, 1968, 129.

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Commercial Journal and Business Men's Bulletin

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Community

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Ebony

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Circulation

Circulation figures	Number of magazines
0-1,000	8
1,001-5,000	7
5,001-10,000	5
10,001-15,000	3
15,001-20,000	2
20,001-25,000	0
25,001-30,000	0
30,001-35,000	0
35,001-40,000	0
40,001-45,000	0
45,001-50,000	1
55,001-60,000	0
60,001-65,000	0
65,001-70,000	1
70,001-75,000	0
75,001-80,000	0
80,001-85,000	0
85,001-90,000	0
90,001-95,000	0
95,001-100,000	2
Over 100,000	3
Over 1,000,000	2
Unknown circulation	6

Year of founding:

Year	Total 10 yr.	Yearly total	
		1971	2
1970	9		
		1970	7
		1969	3
		1968	7
1960-69	14	1967	2
		1961	2
		1957	1
1950-59	3	1955	1
		1950	1
		1948	1
		1945	1
		1944	1
1940-49	6	1943	1
		1942	1
		1940	1
		1933	1
1930-39		1932	1
		1931	1
1920-29	0		0
1910-19	2	1916	2
1900-09	0		0
1890-99	0		0
1880-89	1	1883	1

How often published.

Weekly	2
Monthly	10
Bi-monthly	5
Quarterly	11
Annually	2
Semi-annually	3

Other:

Two issues only	1
Three times/yr.	2
Once school yr.	1
Irregular	1
Quarterly, if possible	1
Unknown	1

Method of printing.

Letterpress	11
Offset	22
Rotogravure	0
Mimeograph	0

Other:

Offset and Letterpress	1
Offset and Mimeograph	1
Unknown	5

Method of circulation.

(a)	Rated:		
	Mail	#1	7
	Newsstand	#2	2
(b)	Mail checked (x) only		13
(c)	Newsstand checked (x) only		1
(d)	Mail and newsstand checked (x)		8
(e)	Both checked (x) mail, newsstand and other		4
	Comments under "other"		
	(1) give away		2
	(2) book and candy store		1
	(3) Conferences, meetings, expos, etc.		1
(f)	Mail checked (x) and other		2
	Comment under "other"		
	(1) book stores and libraries		1
(g)	Rated and others		2
	(1) Drop ship, contribution, bookshops and hand distribution		1
(h)	Other only (campus sales)		1
(i)	Unknown		3

Size of Magazines

Calculations based on available copies.

* indicates that the magazine was obtained from newsstand, personal subscription or gift. All others are complimentary copies of the publication.

African Opinion	8½ x 11
Beau-Cocoa	5½ x 8½
Black America*	8¼ x 11¼
Black Communicator	8½ x 11
Black Creation*	8½ x 11
Black Is*	8¼ x 11¼
Black News*	8½ x 10 3/4
Black News Digest	8 x 10½
Black Stars*	8½ x 11
Black Theatre	8¼ x 10 3/4
Black Voices*	8½ x 11
Black World	5¼ x 7¼
Body and Soul	9 x 12
Bronze Thrills*	8½ x 10 3/4
Ebony	10 x 13
Epic*	8½ x 11
Essence*	8½ x 11
Equal Opportunity	8 x 10 3/4

Focus in Black	8½ x 11
Freedomways	6 x 9
Hep*	8½ x 10 3/4
Ivy Leaf*	8½ x 11
Jet*	5¼ x 7¼
Divine Word Messenger January 1949	6 3/4 x 9 3/4
Issues for 1950 through 1971 and March 1927, March 1938	6 x 9
Morehouse College Bulletin	9 x 12
Negro American Literature	8½ x 11
Negro Story	6¼ x 9¼
New Lady	8¼ x 10 3/4
Nommo	8½ x 11
Sepia*	10¼ x 13
Soul Confessions*	8¼ x 10 3/4
Soul Illustrated	8½ x 11
Studies in Black Literature	7¼ x 10½
Tan*	8½ x 11
TDR/Review	7 x 10
The Atlanta University Bulletin	8½ x 11
The Black Collegian	8½ x 11
The Black Politican	8½ x 11
The Journal of Negro Education	7 x 10

The Journal of Negro History	6 3/4 x 9 3/4
The Journal of Religious Thought	6 x 9
The Rican*	6 x 9
Tuesday at Home*	10 1/2 x 13
Urban West*	8 1/2 x 11
Wakra*	8 1/4 x 10 3/4